

MASS MEDIA ACCOUNT**\$s in Millions**

- Expected Balance as of 3/1/2000 \$45.0
- Current Commitments
 - Advertising (through May 15) 14.0
 - Public Relations 3.0
- Pending
 - Welcome Baby Kit costs for 1999-2000 3.0
- Proposed

Recommended for funding:

- Increase 800 Number for Tobacco Cessation administered by Department of Health Services, if needed based on call volume. 1.0

Total 21.0

Balance 24.0

For Future Consideration:

- Supplement funding for outreach for the Healthy Families and Medi-Cal for Children Programs.
- Increase funding for other “linked” 800 #'s if needed.
- Funding for a CBO outreach program.
- Full year funding for media campaign and 1-800 #.

EDUCATION ACCOUNT

\$s in Millions

- Expected Balance as of 3/1/2000 \$30.0
- Current Commitments
 - Planning Grants to counties (Remainder of the \$8.0 million). 2.5
- Pending 0.0
- Proposed

Recommended for funding:

- Expand training for child care and development providers through a variety of activities. This would entail producing an inventory and providing a systems analysis of current training systems and projects, identifying training, coordination and infrastructure needs for an effective training system. Using the best available modes and programs, deliver and evaluate training that: 5.0
 - ✓ Increases qualified providers in underserved areas and builds capacity for meeting the need for child development services in those areas
 - ✓ Supports successful training programs and promotes coordination of training entities
 - ✓ Promotes effective and promising practices as documented in research reports such as “Evaluation of Child Care Capacity Building Activities in California,” December 1999
 - ✓ Emphasizes unit bearing courses (CTC recognized units)
 - ✓ Serves children and providers who are culturally, ethnically, and linguistically diverse; recruits minority teacher candidates; and emphasizes proficiency in languages other than English
 - ✓ Prepares more providers to serve underserved populations including special needs children, infants and toddlers
 - ✓ Includes developing and delivering critical content such as literacy/numeracy, family involvement, and family coordinated services
 - ✓ Builds on programs training CalWORKS participants, distance learning, and other non-traditional approaches to recruiting, training, and retaining child development providers
 - ✓ Increases the number of qualified center-based and family child care providers

EDUCATION ACCOUNT (cont.)

- Expand the State Library's Families for Literacy program. 1.1
- Fund Library Mobile Learning Labs in approximately 12 counties 2.1
- Expand the California Reading and Literacy Project to support an emphasis on early childhood development. This is consistent with the Governor's reading initiative. 5.0

Total 15.7

Balance 14.3

For Future Consideration:

- Develop and disseminate a parents' guide for School Readiness.
- Develop and disseminate a child care providers' guide for School Readiness.

CHILD CARE ACCOUNT

\$s in Millions

- Expected Balance as of 3/1/2000 23.0
- Current Commitments 0.0
- Pending 0.0
- Proposed

Recommended for funding:

- Fund health and family support consultants in child care systems to coordinate family access to child health and other support services with a special emphasis for children with special needs 4.0*
 - Fund safety initiative for child care centers to complement Governor's proposed new initiative in the 2000-01 budget. (Effective 7-1-00) 3.0
 - Provide matching funding for the Governor's initiative to support accreditation of subsidized licensed child care centers located in attendance areas of low performing schools (Accreditation by the National Association for the Education of Young Children or by an equivalent body.) (Effective 7-1-00) 5.0
- Total 12.0
- Balance 11.0

For Future Consideration:

- Using the California Master Plan for Higher Education as a model, appoint a Blue Ribbon Commission to develop a Master Plan for Early Care and Education that addresses access to quality child development services for all children.
- Partner with private foundations or other entities to establish a loan pool to enable child care providers to access low interest loans to make improvements to their facilities.

*Portions of this project can also be funded out of the Education and Research Accounts

RESEARCH AND DEVELOPMENT ACCOUNT

\$s in Millions

- Expected Balance as of 3/1/2000 \$23.0
- Current Commitments 0.0
- Pending 0.0
- Proposed

Recommended for funding:

- Produce a concise and accessible compilation of nationwide research on compensation and retention of child care and development providers. Identify data gaps and address the gaps to the extent possible (e.g. survey subsidized trainees to determine what factors resulted in their staying in or leaving the profession). Develop a statewide plan to address the dire shortage of trained child care and development providers incorporating pertinent existing research, such as “California Child Care and Development Compensation Study, November 1996”. In addition this project could also include implementing and evaluating pilot programs that provide various incentives for training and retention. 1.0
- Develop pilots to implement a system of care approach for the mental health needs of children ages 0-3 and their families. 3.6
- Assist in financing the California Health Information Survey to include information regarding child development, childcare, etc., for target populations, families with children, prenatal to age 5. 2.0
- Expand funding to complete an in-depth comprehensive analysis of the barriers to inclusive child care for children with disabilities and other special needs. (This concept was presented to the Commission in October.) .7

Total 7.3

Balance 15.7

RESEARCH AND EVALUATION ACCOUNT (cont.)

For Future Consideration:

- Develop pilots in three counties to expand and test the approaches utilized by the Black Infant Mortality project to other areas of the state and other ethnic populations.
- Expand and evaluate in two other counties the pilot project currently operating in San Diego and Santa Clara in conjunction with the Juvenile Court that provides on demand drug abuse services for parents during dependency process.

\$s in Millions

Recommended for funding:

For Future Consideration:

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